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ABSTRACT

There is growing evidence that the need for cultural understanding and foreign language competence in the United States and in Illinois is not being met. This need must be addressed through state educational reform. The deterioration in foreign language capabilities affects national security and is a direct result of declining enrollment in foreign languages and cultural studies. Despite recent interest in this problem, no concrete action has been taken at the national level to respond effectively and decisively. In Illinois, a leading exporting state, the need for foreign language proficiency and cultural understanding reflects the needs of international business in the areas of trade, industry, finance, tourism, and agriculture. Competitive world markets, changing characteristics of domestic markets, and new developments in the tourism industry reinforce the market precept that the language of international business is the language spoken by present and potential customers. The business community has responded to this need by hiring foreign nationals (resulting in a loss of 400,000 for Americans) rather than face the costs of educating personnel and of lost opportunities for income. However, Illinois coal producers and transporters, agricultural researchers, the International Business Council MidAmerica, and tourism promoters deserve recognition for their efforts to support and promote foreign language learning for all Illinois public school students. (MSE)

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NATIONAL AND STATE NEEDS FOR FOREIGN LANGUAGE LEARNING

IN

GOVERNMENT, BUSINESS, TOURISM, AND AGRICULTURE

Report to the

Illinois State Superintendent of Education

February 1984

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FL 015 153

NOTE

The full report to the Illinois State Board of Education submitted by the author is comprised of two self-contained, but interrelated papers.

The title of the first paper (sections I and II of the full report) is "National and State Needs for Foreign Language Learning in Government, Business, Tourism, and Agriculture," the title of the second (section III of the full report) is "Developing Educational Resources in Illinois: The Role of Foreign Languages."

The first part of the report (sections I and II) presents evidence of the need for foreign language learning in defense, diplomacy, and commerce. The second part of the report (section III) does the same in education. It also examines how education has begun to respond to this need nationally and in Illinois and suggests further useful responses in Illinois.

Executive Summary

There is a growing body of documented evidence that the gap between capability and need in cultural understanding and foreign language competence is increasing in the United States and in Illinois. The widening of that gap reflects the ever more urgent need for foreign language education expressed by leaders in government, business, and education. Present state and national needs in defense, diplomacy, commerce, and education must be addressed resolutely in the context of state reform in education.

The deterioration in foreign language capabilities affects national security, as insufficient numbers of people with adequate levels of proficiency in foreign language and cultural understanding are available to fill positions in the Departments of State and Defense.

The deterioration in foreign language capabilities is the direct result of declining rates of participation in foreign language and culture studies by American students. Less than 3% of high school students continue beyond second year of foreign language learning, the take-off point for the development of minimal proficiency.

Notwithstanding the 1975 Helsinki Accord, the 1979 President's Commission on Foreign Language and International Studies, and legislation proposed in Congress in the last three years, to date there has been no concrete action at the national level to respond effectively and decisively to the ever more urgent need for foreign language capabilities.

In Illinois, one of the leading export states in the nation, the need for proficiency in foreign language and cultural understanding reflects the needs of international business in the areas of trade, industry, finance, tourism, and agriculture. Competitive world markets, changing characteristics of domestic markets, and new developments in the tourism industry are perceived by business leaders as reinforcing the marketing precept that the language of international business is the language spoken by present and potential customers.

The business community has responded to the need for people whose business acumen includes communicative competence in other languages and cultures in two ways. The routine hiring of foreign nationals by many businesses to manage business transactions in the world marketplace has led to the loss to Americans of some 400,000 jobs. But efforts by other businesses to support and promote foreign language learning in the United States, while inevitably limited in scope and impact, and lost opportunities in income and in jobs represent an enormous and unnecessary cost to the nation, and especially to export-oriented states like Illinois.

Nevertheless, efforts such as those of Illinois coal producers and transporters, Illinois agricultural researchers, the International Business Council MidAmerica, and promoters of tourism in Illinois deserve recognition not only for their intrinsic value in the marketplace, but also as clear signals underscoring the need for and the desirability of foreign language education for all students in Illinois, beginning in the elementary schools.

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Appendix

I. Government

A. National Level: the United States

1. Situation

Defense. It has been reported that only six of the sixty U.S. Foreign Service officers in Iran during the revolutionary year 1978 were even minimally proficient in Farsi (11).

In testimony to the United States Congress in March 1983, a former director of the Defense Intelligence Agency related an incident in which negotiations between the United States and a NATO ally concerning an essential military contract nearly broke down completely. No Department of Defense language specialists were available, and the commercial translation service that had to be hired blundered badly in translating critically important documentation (4/3).

In his special message to the Congress on January 27, 1958, President Dwight D. Eisenhower said: "The American people are generally deficient in foreign languages, particularly in those of the emerging nations in Asia, Africa, and the Near East. It is important to our national security that such deficiencies be promptly overcome" (13/61).

Diplomacy. Fourteen years later, when President Nixon, formerly Eisenhower's Vice President, made his epochal visit to China in 1972 to reopen U.S.-China relations, he was able to speak with Chinese leaders in Beijing only through their interpreters.

Seven years after that, still no qualified interpreter being available from the U.S. Department of State, President Carter had to rely on the Chinese interpreter brought with him by the Deputy Prime Minister of China in his 1979 visit to the United States.

Findings: Growing Gap Between Capability and Need. Not surprisingly, the Commission on Foreign Language and International Studies appointed by President Carter concluded in its report, issued in November 1979:

> We are profoundly alarmed by what we have found: a serious deterioration in this country's language and research capacity, at a time when an increasingly hazardous international military, political, and economic environment is making unprecedented demands on America's resources, intellectual capacity, and public sensitivity (4/2).

The Commission declared that, as a result of this deterioration in foreign language capabilities, "nothing less is at stake than the nation's security."

The Deputy Director of the Central Intelligence Agency, Admiral Bobby Inman, agrees. In Congressional testimony given in July 1981, Admiral Inman stated that "the deteriorating language study programs of this country are presenting a major hazard to our national security" (3/94).

A memorandum sent by the Defense Language Institute to the President's Commission in 1979 describes the dilemma of declining foreign language capabilities, yet increasing needs:

> Every year the total number of persons who can communicate in foreign languages decreases, while every year the nation's need for linguists in defense, in foreign affairs, and in the private sector increases (13/43).

We as a nation have barely begun the undertaking to change this situation. No single event--or even series of events like those in Iran or at NATO--seems to have shaken the national consciousness as Sputnik did in 1957. As we continue to await an awakening of the national consciousness and the activation of national leadership, the gap between supply and demand, between capabilities and needs in foreign language and culture competencies grows ever wider at ever greater peril to the conduct of our national affairs in defense, diplomacy, and commerce.

2. Needs

Unfilled Jobs. The federal government has established a category of jobs in which foreign language capability is "essential." Yet, according to a recent federal report, more than one-third of these positions are not adequately filled (13/4). The situation in Russian language is symptomatic of this deficiency. According to a recent study, there are 4,943 positions in federal government requiring proficiency in Russian, but there are only 3,206 persons who can fill that need (13/43).

Insufficient Proficiency. But even while such statistics easily reveal the problem of quantity, there is in addition a serious problem of quality. For while the statistics delimit the numerical gap between supply and demand, they do not define the level of proficiency of those persons estimated to have the needed language capabilities.

The Deputy Director of the Central Intelligence Agency, Admiral Bobby Inman, has formulated in these succinct terms the need for quality in language and culture proficiency:

> Minimum level competence in a foreign language is just not good enough. Our intelligence officers must be as highly skilled in the language as they are in the other facets of their jobs. [Neither is it] sufficient merely to report events. We must understand the culture and society in which the event takes place (3/92).

Unmet National Needs. The documented needs of the federal government in defense and diplomacy for greater numbers of people with higher levels of proficiency in foreign language and culture have no prospect of being met given present declining rates of participation in foreign language and culture studies by American students. According to data submitted to the Congress by the Joint National Committee for Languages, less than 3% of all high school students continue foreign language learning beyond the second year of study.

3. Responses

Helsinki Accord. As a signatory to the 1975 Helsinki Agreement in the context of the European Conference on Security and Cooperation, the United States pledged to promote the teaching of foreign languages and the understanding of other cultures.

Presidential Commission. In 1979, at the conclusion of its nationwide hearings, the President's Commission on Foreign Language and International Studies made specific recommendations designed to coordinate a national effort in government, business, and education to meet needs in foreign language and culture capabilities. Schools would play a fundamental role in this national effort by strengthening present foreign language programs and by introducing programs if schools had none.

Congressional Action. On November 17, 1980, the House of Representatives went on record in support of improved foreign language study when it passed House Concurrent Resolution 301. The Resolution declares that it is the sense of the Congress that local school districts and institutions of higher education "should consider strengthening the study of foreign languages and cultures" (4/5). The same Resolution passed the Senate on December 8, 1980.

In 1983, Representative Paul Simon from Illinois, with bipartisan support from 58 co-sponsors, introduced a bill in Congress designed:

> To further the national security and improve the economy of the United States by providing grants for the improvement of proficiency in critical languages, for the improvement of elementary and secondary foreign language instruction, and for per capita grants to reimburse institutions of higher education to promote the growth and improve the quality of postsecondary foreign language instruction.

To be cited as the "Foreign Language Assistance for National Security Act of 1983," the bill has passed the House. The first part of the bill records the findings of Congress that:

(1) the economic and security interests of this nation require significant improvement in the quantity and quality of foreign language instruction offered in the Nation's educational institutions;

(2) many endeavors in both the public and private sectors involving such matters as international relations or multinational business transactions require the skills of individuals with knowledge of foreign languages; and

(3) the educational institutions of the Nation should provide students with an understanding of the history and culture which influence the perspectives, values, and attitudes of the people of other countries; and foreign language instruction is one mean of achieving this goal.

The legislative history of the proposed Foreign Language Assistance for National Security Act of 1983, including numerous Congressional hearings and an earlier version of the bill, reveals steadily growing support among members of Congress from both parties.

Yet, with Senate action still pending, the bill serves mainly to include concerns about the urgent national need for foreign language capabilities in the expanding national discussion of educational reform, rather than to provide concrete, immediate, and long-range remedies through Congressional action. Thus the bill's main value for the present lies in augmenting public awareness and national visibility of the issue while documenting a perceived national need.

Unmet Need for Timely Action. In the meantime, action can and should be taken at the state level of government.

B. State Level: Illinois

1. Situation

State Interest in Defense, Diplomacy. At the national level, the gap between capabilities and needs in foreign language and culture competencies is growing ever wider at ever greater peril to the conduct of our national affairs in defense, diplomacy, and commerce. The situation at the national level reflects that of any one of the fifty states.

While national defense and international diplomacy are largely considered the responsibility of the federal government, states are not unaffected by the conduct of these affairs. Individual states contribute human and other resources to, and share the effects of the national government's management of defense and diplomacy.

Partnership for International Commerce. Further, as the role of individual states in international commerce grows, there evolves a concurrent need for state government officials to engage in international diplomacy to promote the international trade initiatives of businesses in the state. This is increasingly the case in Illinois (see Appendix, p. 1).

According to current data from the Illinois Department of Commerce and Community Affairs (DCCA), Illinois is third in the nation in dollar volume of exports from manufacturing and agriculture combined, and it is first in the nation in dollar volume of all agricultural export commodities (7/23).

Governor James Thompson has set as one of the goals of his administration to work to increase Illinois exports and to expand the role of international trade and finance in Illinois.

The International Business Division of DCCA, in its program synopsis for "Selling Illinois to the World," declares that "experience and statistics show that the single most effective method of developing overseas sales is through personal contact in the foreign market place" (8). Certainly the effect of that rationale is amplified if some of the personal contacts are made by the Governor himself. Accordingly, in March 1984, Governor Thompson and Michael Woelffer, Director of the DCCA, will lead an investment mission to Europe "to highlight the attributes of investing in Illinois" and "to educate the European business community about investment opportunities in our state" (9).

2. Needs

Illinois Database for Needs and Resources. There are indications of a growing awareness among elected representatives and government officials in Illinois of the need for people competent to communicate state and national aspirations and concerns in diplomacy and commerce. While national needs seem to be articulated most effectively when they find resonance in the defense community, state needs appear to gain greater awareness and potency as a reflection of international business needs in the state.

These needs, which are discussed in more detail in section II of this report, are being assessed by the DCCA. The Department's International Business Division is presently conducting a survey of all Illinois businesses to inventory and determine the extent of export activities of Illinois industries. However, an assessment of business needs for personnel competent to conduct the firm's international business transactions in the customer's language was not included in the survey and remains to be made. A Service Directory of companies providing services to Illinois importers and exporters is also being compiled by DCCA staff. The service directory will make available information on Illinois firms providing "translations and language classes," as well as information on other support services related to export/import.

Continued Need for Personal Contacts. Although the International Business Division of the DCCA maintains state bureaus in Hong Kong, Japan, Brazil, and Belgium with key personnel fluent in some of the languages of the geographic areas served by each bureau, there is no indication that a systematic assessment of needs for language and culture capabilities of personnel in the International Business Division has been made or is contemplated. Reliance on interpreters and translators hired for the occasion rather than the use of staff with business and communication skills

extending beyond the English language and American culture may give way as the need for "personal contact in the foreign market place," like that expected in the Governor's investment mission to Europe in March 1984, becomes apparent. It is of course axiomatic that such personal contact is made in the context of the client's language and culture and succeeds in that context. The contact is not "personal" when there is a forced reliance on a third party, the interpreter.

3. Responses

Partnership Approach. The Illinois Department of Commerce and Community Affairs has begun to respond to international business needs in Illinois with surveys, inventories, and high-level investment missions conducted cooperatively between private business and government in Illinois. These are commendable beginnings, but much remains to be done. Traditional approaches to international business initiatives that rely on third-party interpreters need to be reexamined in light of current needs for personal contacts in the world marketplace between business representatives who possess business skills combined with communicative competence in the client's language and culture.

Education: Accountability and Performance. Illinois state government has also begun to respond to state needs in foreign language and international studies in the context of a general assessment of educational needs. This report and its recommendations are made in that context.

II. Commerce: Business, Industry, Tourism, Agriculture

A. National Level: the United States

1. Situation

When the General Motors Nova was introduced into the Latin American market, there were few sales. "No va" in Spanish means "it doesn't run," hence the name Nova was equivalent in meaning to "lemon." When the car's name was changed to Caribe, sales improved immediately.

A major advertising campaign in green was poorly received in Malaysia, where green symbolizes death and disease.

An American businessman tried to press doormats on a Japanese, not aware that people in Japan customarily remove their shoes before entering a home.

Another American asked a Japanese businessman what language he thought most important in international trade. The Japanese businessman replied, "the language of your client."

A senior Japanese official describes the Japanese management approach to markets in international business:

> Our Japanese business people study the language, the customs and cultures of the United States, Canada, Western Europe and Southeast Asia, and we have been very successful in selling our manufactured goods abroad because we understand the people and their needs. Our people do not operate through interpreters. Our representatives speak the language of the host country, and they know it well--and also the customs (13/6).

World Markets: Exports and Effective Marketing. Careful observers have noted for some time that world markets have been growing increasingly competitive. The position of industrial and trade preeminence in the world enjoyed by the United States for two decades after World War II has given way as other developed nations, from a position of rising industrial strength, have entered world markets to compete successfully with U.S. products.

The past decade and a half has witnessed a steady decline in the U.S. share of world markets, from 15 to less than 12 percent. It has also seen, perhaps not coincidentally, a decline in the standard of living of the American people relative to that of other countries, to about ninth place today.

Volume of U.S. exports, when measured either as percent of GNP or as per capita dollar volume, does not rank with the top dozen countries in the world. According to 1978 data, the United States ranked 16th in dollar volume of exports per capita, behind such countries as Austria, France, Italy, Japan, and Taiwan (13/25). Even so, one of eight American manufacturing jobs is dependent on exports, and one of three American agricultural acres is used to grow produce for export. But, as a former Assistant Secretary of Commerce wrote in Business America in 1979, "our linguistic parochialism has had a negative effect on our trade balance. In fact, it is one of the most subtle nontariff barriers to our export expansion" (1).

There is today an increasing awareness among U.S. business leaders that competitive world markets demand sensitivity to, and communicative competence in the customer's language and cultural context.

Domestic Markets: Ethnic, Language Diversity. There may be less awareness that domestic markets must be approached in the same way, but that is also changing. Modern marketing research recognizes a plurality of markets with constantly changing characteristics. Potential customers are people, and demographic factors affect domestic markets in unexpected ways.

Since its founding days the United States has drawn the larger share of its population increase not from new births but from new immigrants. The traditional notion of the melting pot holds that the aspiration of newcomers for participation and upward mobility was premised on their assimilation to

American culture. Rose Hayden, Executive Director of the National Council on Foreign Language and International Studies, describes these pressures to assimilate from personal experience: "As the oldest daughter of immigrant parents, I was taught that the maintenance of my parents' mother tongue was a social liability in this country, a mark of inferior social status" (3/40). Consequently, we encounter the paradox of a historical cultural barrier to the learning of another language in a land of great ethnic diversity.

Today, however, these melting pot pressures are giving way. Increasingly, large immigrant groups choose to maintain their linguistic and cultural identity instead of suppressing it. In a process of selective assimilation, they choose to adapt to their present environment while continuing to value and maintain their original cultural identity. A reflective article in American Demographics reports the case of the Hispanic population in the United States, defined as people who speak or understand Spanish, whose ancestry is based on a Spanish-speaking culture, and who identify with the Hispanic culture (15/8). In the past, advertisers thought that Hispanics would assimilate into U.S. culture as many other immigrants had and would therefore not have to be reached separately. But recent market research reveals that the 15 million Hispanics who live in the United States today are reached most effectively by products advertised and labeled in Spanish--even when they understand English well.

Illinois ranks fifth in the nation in number of Hispanic-Americans. Of the state's 636,000 Hispanic-Americans counted in the 1980 Census, 581,000 reside in Chicago. Another article about Hispanic-Americans in American Demographics concludes that, "with the potential to grow 40 percent in a decade, with rising education, job status, and income, Hispanics will hold the attention of American businesses for years to come" (12/25).

Tourism: Visitors to the United States. Even as the need for greater sensitivity to language and culture contexts of both foreign and domestic markets becomes more apparent, traditionally less attention has been paid to significant events affecting the tourism industry in the United States. But that environment is also changing in unexpected ways.

The U.S. tourism industry reached a benchmark in 1981 when for the first time more money was earned from the 23 million foreign visitors in the U.S. than was spent by Americans traveling to other countries.

The seven top countries of origin of the largest number of foreign visitors to the U.S. were Canada, Mexico, Japan, United Kingdom, Germany, Venezuela, and France, suggesting that Spanish, Japanese, German, and French language capabilities for Americans employed in the tourism industry would meet the largest demand.

The U.S. Travel Data Center, located in Washington, D.C., recommends, in view of these data, that more effective marketing by both business and government in these nations would contribute to further growth in the domestic tourism industry (14/33).

2. Needs

Joel Honigberg, President of the Overseas Sales and Marketing Association headquartered in Chicago, recommends that students combine business training and competence in foreign languages. He speaks five languages. He tells high school students: "There are only about 1,000 college students who graduate each year with majors in international trade--a field we call geotrade. There are jobs for at least 200,000 geotrade experts" (13/27).

John McDougall, Executive Vice President of Ford Motor Company, makes the same recommendation: "A combination of foreign language ability and

business expertise is now needed and will be required even more in the future by U.S. companies if they are to compete successfully in world markets" (4/4).

Robert Leveson, Vice Chairman of Doyle Dane Bernbach, Inc., believes that "Americans doing business abroad are significantly disadvantaged by poor and insufficient training in foreign languages. There is always a subtle, but distinct, loss of the 'upper hand' when one cannot make oneself understood" (4/4).

Manuel Mencia, an executive in the Department of Commerce of the State of Florida, makes this observation on the effect of the misconception that English is the language of business: "This cultural myopia has created a self-enacted trade barrier more effective than any protective tariff ever established. I have seen many monolingual Americans learn the sad lesson through lost opportunities and contracts that the most important language for business is really the language spoken in the country of your potential client" (3/215).

3. Responses

The perceived need for people with foreign language competence has found varying responses in the business community.

Lost Jobs. Many American firms doing business abroad, because they can not find American business graduates with language skills, routinely hire foreign nationals to manage their business transactions in the world marketplace. These jobs, estimated to be 400,000 in number, are then of course lost to Americans.

Support for Foreign Language Learning. Those firms and leaders of the American business community who want to employ Americans, but want to do something about their language qualifications have found a number of ways to

promote the learning of foreign languages in the United States. These include support for legislation, public awareness efforts, and funding for educational reform.

Support of Federal Legislation. A number of businesses support legislative efforts in Congress, such as the "Foreign Language Assistance for National Security Act of 1983" described in section I of this report.

Increasing Public Awareness of Need. Some firms focus public attention on the fact that "business needs people skilled in foreign tongues," as United Technologies did through a large syndicated newspaper advertisement in 1980 (see Appendix, p.2).

Grants to Effect Change. Other businesses effect almost immediate and extensive change through grants for programs designed to address the need to add foreign language competence to the skills of people preparing to enter the business world. A commendable example of this approach is the multi-million dollar grant from Estee Lauder, Inc. to the Wharton School of Business at the University of Pennsylvania last year for the express purpose of integrating foreign language education into the business curriculum.

Continuing Costs. These efforts represent substantial commitments of resources by American business leaders to effect change so that the nation may be able to respond better to the need of the business community for people with foreign language competence. Until that change is speeded by appropriate educational reform at the national and state level, the financial resources thus expended by business and the jobs thus lost by Americans to foreign nationals constitute an enormous and unnecessary cost to the nation as a whole, and in particular, to states like Illinois, whose economy, presently lagging behind the national recovery, has much to gain from an improvement in exports and in other facets of international business.

B. State Level: Illinois

1. Situation

World Markets: Exports and Income, Employment. The point that "Illinois has a major stake in policies that increase U.S. commerce with other countries" and "from increased exports of agricultural products and services" was made emphatically by University of Illinois economist James Heins in his study of "The Impact of Increased Foreign Trade on the Illinois Economy" (2/5).

The 1981 study, commissioned by the Illinois State Chamber of Commerce, estimated that a 10% increase in agricultural exports and a 10% increase in exports of manufactured goods would result in an increase in personal income of $400 million, which in turn would produce a $17.1 million increase in revenues to the state from Illinois income and sales taxes. The increased exports in manufactured goods and agricultural products would create 20,600 new jobs in Illinois.

Recent data from the Illinois Department of Commerce and Community Affairs show a total of 505,000 persons employed in jobs related to agricultural and manufacturing exports in 1981. Illinois is third in the nation in dollar volume of exports of agricultural and manufactured products combined, and it is first in the nation in dollar volume of all agricultural export commodities (7/23).

Scope of International Business Activities in Illinois. There are other data available from DCCA relative to the presence and activity of international business in Illinois. Concerning international finance, DCCA lists more than 50 international banks as having established branches or representative offices in Chicago, as well as 10 major U.S. banks maintaining Chicago offices for international clients (see Appendix, p.3). DCCA also lists the more than 60 nations maintaining consulates or trade offices in

Illinois, a number which ranks the state third in the nation and which shows "the importance of Illinois as a force in international trade" (see Appendix, p.4.).

To sustain and augment this high volume of international trade and finance, American business transactions and marketing efforts both in nations abroad and in Illinois must adapt to the increasing internationalization of the business environment. To communicate effectively with present and potential clients, acumen in business matters will increasingly include competence in the language and sensitivity to the culture of the client.

Domestic Market: Changing Characteristics. As discussed in section II A above in the national context, also in Illinois the changing demographics and characteristics of the domestic market impel changes in business practices, most notably in advertising. It can no longer be assumed that, for example, the large market of Hispanic-Americans (636,000 in Illinois) is reached adequately in English.

Data from the Census Bureau tell us that 11.5% of all persons five years old and older in Illinois speak a language other than English at home (and these 1,221,000 people do not represent all speakers of other languages in Illinois, since many who do speak another language do not use it in the home). And articles in American Demographics tell us that recent immigrants (e.g., Hispanics) have tended to maintain their original linguistic and cultural orientation and that they are therefore reached most effectively by product advertising and labelling in Spanish--even those who understand English well (15/8).

Tourism: Benefits in Illinois. The 21 million foreign visitors to the United States in 1982 spent $11.3 billion, according to the U.S. Travel Data Center (14/33). The Midwest states received a mere 7% share, or $0.8

billion of that money (compared to the 30% share or $3.3 billion foreign visitors spent in the Pacific Coast states). As in the case of exports, an increase in the share and/or number of foreign visitors coming to Illinois would lead to a corresponding increase in jobs created, in personal income, and in state and local revenues.

Illinois presently attracts many foreign visitors to Chicago, to Springfield ("Mr. Lincoln's Home Town"), and other areas of the state that offer metropolitan, historical, agricultural, mining, recreational, and other attractions. But appropriate and more effective marketing of these attractions, inviting not only Americans, but also foreign visitors to "Discover the Magnificent Miles of Illinois," can increase that number of visitors significantly.

2. Needs

An executive of a large manufacturing firm in Kansas confessed some time ago: "I finally decided to concentrate on learning Spanish around 1965, and after I became proficient in 1967, my business with Spanish-speaking countries increased from nothing to over $20 million annually" (13/20).

According to a recent report, Illinois businessmen who participate in trade delegations going abroad to make new business contacts have experienced a return of 1:250 on their investment (for each $1,000 of cost for the trip they got $250,000 worth of new business) (13/39).

The International Business Divsion of the Illinois Department of Commerce and Community Affairs, in its program synopsis for "Selling Illinois to the World," declares that "experience and statistics show that the single most effective method of developing overseas sales is through personal contact in the foreign market place" (8).

Astute business entrepreneurs, like the Kansas executive whose volume of business went from none to $20 million annually in Spanish-speaking countries after he learned Spanish, tell us that results in international business are produced by business acumen containing as an essential ingredient competence in the language of the client. We must listen.

3. Responses

Americans have begun to respond--ingeniously in many instances, given limited resources--to transformations in more competitive world markets, to the alteration of demographic characteristics in the domestic market, and to watershed developments in the tourism industry. The following may serve as examples of responses to a perceived need that have produced judiciously appropriate action, which deserves to be continued and extended with resolve and resources.

Marketing Illinois Coal. Illinois Central Gulf Railroad (ICG), with 2,273 route-miles, is the largest railroad in Illinois. The main line of the ICG runs between the Great Lakes and the Gulf of Mexico, reinforcing the major north-south shipping artery in the central U.S. The ICG lines go squarely through the heart of the Illinois coal basin (see map in Appendix, p.5).

ICG has just developed and produced an "Import Coal Guide," impressive in the quality of presentation and material. ICG produced this attractive and useful guide "as a service to coal importers and the Illinois Basin coal industry." It is a highly effective marketing device linking coal importers (i.e., countries needing and wanting to buy Illinois coal) and the Illinois Basin coal industry, comprised of 20 major coal producers whose operations are described in the Guide. It is effective because it reaches potential

customers in the major coal-importing countries by delivering its marketing message simultaneously in English, Spanish, German, and French (see Appendix, pp. 6-8).

That message is that "Illinois is a leading export state in the U.S. because of its industrial and agricultural resources. It has more coal reserves than any other state except Montana." That message is conveyed more effectively now and will continue to be heard in the future because it is invitingly presented in the languages of the clients. It will also be heard more intensely in the future as progress is made in reducing the sulfur content of coal (in his February 8 State of the State Message, Governor Thompson pledged $15 million in additional coal bond funds in FY 85 to research efforts with that purpose).

Marketing Illinois Agriculture. According to current data from the Illinois Department of Agriculture, Illinois is the nation's leading exporter of agricultural products, and among these, soybeans and soybean products surpass all other agricultural commodities from Illinois in dollar volume of exports. This also makes Illinois the leading state in the nation as producer of soybeans (6).

In 1973, the University of Illinois and the University of Puerto Rico formally established INTSOY, the International Soybean Program. Its major goal is the effective transmission of research information "from country to country and from discipline to discipline" (10). The effectiveness of this interdisciplinary and international effort to share information on soybean research, production, marketing, and use is increased notably by the practice of INTSOY to conduct training courses in the language of the participants and to focus course instruction on the specific local conditions of the country. Such courses have so far been held in Columbia,

Ecuador, India, and Peru. Further, the INTSOY Newsletter, reaching 2,200 subscribers in countries around the world, is published in English, Spanish, and French.

Through its research and training efforts, INTSOY has not only established important communication links with countries around the world, but also promoted further exports of Illinois soybeans because its marketing efforts in these countries have successfully shown the adaptability of soybeans and soybean products to local needs.

A proposal to expand the program into the International Soybean Network/Center supported by long-term funding and functioning in close collaboration with government, private industry, and educational institutions was formulated last year by the University of Illinois College of Agriculture. Efforts to secure funding for the Center have not yet met with support.

Promoting International Business in Illinois. Illinois is third in the nation in dollar volume of exports. The 1981 Heins study on "The Impact of Increased Foreign Trade on the Illinois Economy" estimated that a 10% increase in Illinois exports would produce an increase in personal income of $400 million and would create 20,600 new jobs in Illinois.

The International Business Council MidAmerica, formed in 1980 and based in Chicago, is made up of business executives from more than 600 firms in the manufacturing and service industries. The Council sees itself as "a dynamic force in the emergence of the Mid-American heartland as the nation's foremost international trade area," and has taken as its main goal the expansion of exports of goods and services from Illinois and the United States (5). To that end, the Council continuously conducts programs and seminars designed to acquaint members with essential export "know-how." Each year the Council also sponsors a number of multi-national conferences

and a World Trade Conference--the largest of its kind in the United States. An official adjunct to the World Trade Conference, the Student Conference on International Business (sponsored by the Institute of International Education/Midwest) serves as an important link between international business and education.

This link is reinforced by the Council's Academic Liaison Committee, whose present chairman is the former president of the Illinois Foreign Language Teachers Association (IFLTA). With this Committee and its linkage function to educational resources, the IBCM has taken a leadership role in Illinois in signaling the value of a partnership between private enterprise and education--specifically between international business and foreign language/culture programs in education.

Tourism: Discover the Magnificent Miles... The tourism industry is beginning to respond to the fact that income from foreign visitors to the United States surpasses the expenditures of Americans traveling abroad. Since a very large number of foreign visitors to the U.S. come from Mexico, Japan, Germany, Venezuela, and France, it makes sense to be prepared to welcome these visitors in Spanish, Japanese, German, and French. The Springfield Convention and Visitors Bureau, with assistance from the Illinois Department of Commerce and Community Affairs, has done more than that. The Bureau has made an effort to advertise and make more accessible "Mr. Lincoln's Home Town" to foreign visitors with an attractive brochure describing the Lincoln heritage simultaneously in English, Spanish, French, Italian, German, and Japanese (see Appendix, pp. 9-12). Since many of the tourists from abroad come to Illinois because they are primarily interested in Lincoln and Lincoln's Springfield, the multilingual brochure represents a judicious, if modest, response to changes in tourism.

This modest response could be amplified very effectively with multilingual interpreters, available at historic sites and other key tourist attractions. At present, tourist groups must bring their own interpreters or rely on those among them with some knowledge of English to mediate the experience of the visitor's contact with Americans and with their cultural heritage, their hopes, and aspirations. The willingness of Illinoisians to share these things of value today cannot yet be conveyed by personal contact, but only through the third-party mediation of interpreters.

Signals of a Perceived Need. Such efforts by Illinois coal producers and transporters, Illinois agricultural researchers, the International Business Council MidAmerica, and promoters of tourism in Illinois -- among others -- deserve recognition not only for their intrinsic value in the marketplace, but also as clear signals underscoring the need for and the desirability of foreign language education for all students in Illinois, beginning in the elementary schools.

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NOTE: References are indicated in the text by the first number. The second number indicates page. For example, (13/6) is Paul Simon, The Tongue-Tied American, page 6. A single number, e.g. (8), refers to a source document having no pagination.

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